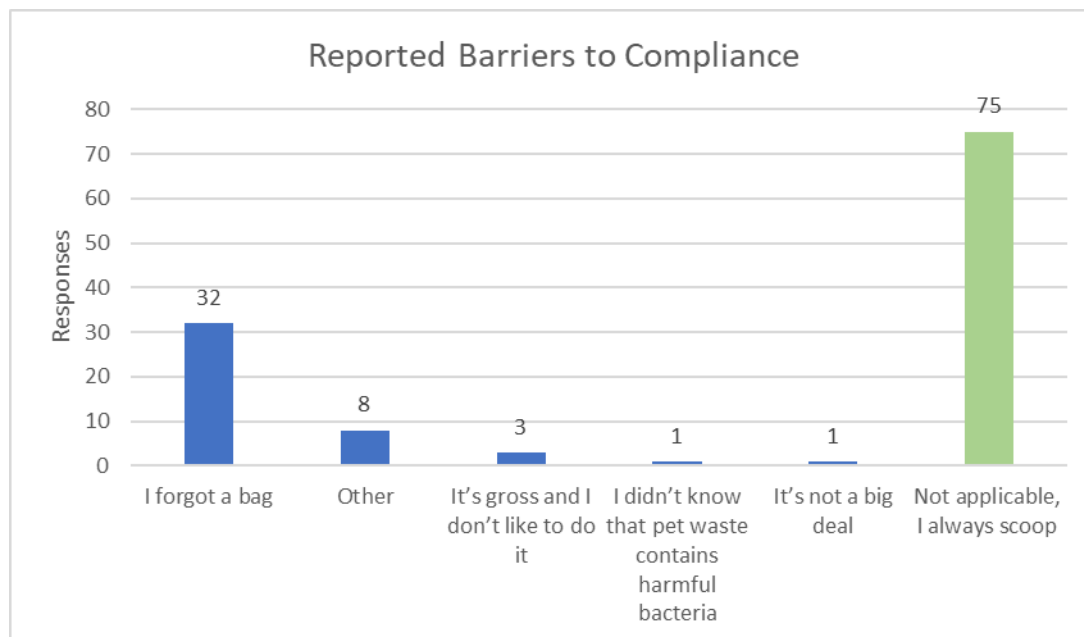


## City of Redmond: 2019 Stormwater Outreach Effort Highlights

**Pet Waste Behavior Change Program:** The City launched a new initiative to strengthen pet waste efforts across Redmond. During two evening festivals held in the heart of downtown, City staff sponsored a booth that showcased pet waste and how it links to stormwater pollution. Staff worked with the City's internal Communications department to develop posters and banners displaying the harmful effects pet waste can have on stormwater. Staff also developed an online pet waste pledge that asked dog owners to commit to picking up their pets' waste both at home and on walks. The second part of the pledge included questions focused on identifying barriers that prevent dog owners who "don't scoop." Over the two nights and through an e-newsletter invitation, the City received 120 pledges from Redmond residents. The pledge responses identified not having a bag as the biggest barrier when people don't scoop (see graph below). The City is addressing this barrier by distributing bag leash holders to those who completed the pledge. The City also installed a bag dispenser at one of the busiest (pedestrian) downtown intersections.

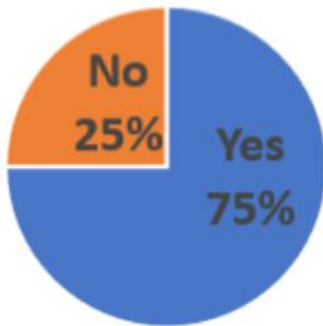
City staff recently developed a follow-up survey to send to pledge participants to measure if signing the pledge and receiving the bag leash holders changed their behavior. Once we receive the results, we will evaluate if signing a pledge and giving dog owners these tools to address their barriers resulted in behavior change.



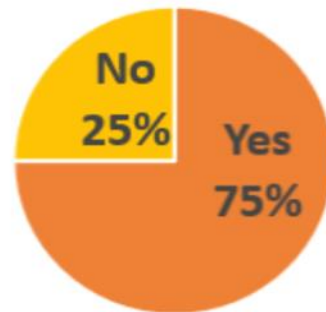
Target audience: Dog owners in Downtown Redmond who primarily live in multi-family housing.  
Subject area: Pet waste cleanup.

Multi-family Pet Waste Campaign/Outreach: The City continued its pet waste campaign at multi-family complexes in the downtown area. We chose multi-family housing because of the expansive development in our downtown area over the last five years. City staff partnered with eight different complexes where we distributed the stations for free. Staff collected baseline data and responses to follow-up questions with property managers to determine if this effort was affecting behavior change. Redmond evaluated this effort at the end of the year with follow-up data from 50% of the sites. Below are the results:

Have you seen an improvement in the amount of waste since you receive the pet waste station?



Have you seen an improvement in the frequency of waste since you receive the pet waste station?



What input from your residents have you received regarding the pet waste station?





The City is now considering changing its code to require new multi-family complexes to install and maintain pet waste stations.

Target audience: Dog owners who live in multi-family housing.

Subject area: Pet waste cleanup.

Some additional key outreach and education activities sponsored by the City in 2019 include:

1. The City updated its mop water BMP poster to distribute at restaurants and businesses.

Target audience: Employees of restaurants.

Subject area: Proper disposal of mop water.

2. In collaboration with SOGgies, Redmond contributed to a Puget Sound Starts Here bus ad fund. The ads ran for at least four weeks on Metro busses for several months in the greater Seattle area, helping to raise awareness of the connection between a storm drain and healthy receiving waters (see attached writeup).

Target audience: The general public.

Subject area: Where stormwater drains to (rivers, Puget Sound).

3. The City developed a flyer on proper paint waste cleanup and disposal. City staff will distribute the flyer to paint contractors and operations personnel.

Target audience: Paint contractors and multi-family operations staff.

Subject area: Proper paint cleanup and disposal.

4. In July, Redmond ran an article in Focus (a Citywide newsletter) on how to prevent flooding. The article discussed BMP's to keep storm drains in your neighborhood clear.

Target audience: Homeowners.

Subject area: How to keep your neighborhood storm drains clear to prevent flooding.

5. The City overhauled its Utilities website, adding a section named "taking action." The webpage lays out ways residents and businesses can do their part to keep Redmond's unique urban environment clean and includes numerous BMP's for protecting stormwater. To learn more visit:

<https://www.redmond.gov/1225/Taking-Action>

Target audience: General public, businesses, and residents.

Subject area: Pet waste, spill reporting, natural yard care, car washing, hazardous waste management, etc.

6. Redmond rebranded its spill hotline stickers and magnets in 2019. All City cars will have the stickers placed in them, and businesses will receive the magnets during the City's pollution prevention inspections.



Target audience: City employees and businesses.

Subject area: Report spills.

7. In 2019, the City also developed two postcards to educate residents on natural lawn care, vehicle washing, and vehicle maintenance. The postcard are mailed to neighborhoods after receiving complaints from City staff and residents.

Target audience: Residents of Redmond.

Subject area: Natural lawn care, vehicle maintenance and car washing.

8. The City FOG (Fats, Oils, Grease) Inspector continued to distribute program outreach materials in 2019. Included in these materials are reminders re: maintaining hood vents, vents, and filters to prevent illicit discharges to the City MS4 and keeping FOG and cleaners/soaps out of storm drains, catch basins, and sumps. Proper dumpster and storm system maintenance messages are also incorporated into these outreach materials.

Target audience: businesses

Subject area: proper mat washing, hood vent cleaning, etc.

9. Working with NatureVision, the City provided stormwater curriculum to 2,000+ Lake Washington School District students.

Target audience: students

Subject area: various, stormwater pollution prevention



10. Public Works staff participated in the Lego Challenge 2020: City Shapers kickoff, an elementary-aged program. Students contributed to an interactive water cycle display and asked a number of penetrating questions about stormwater pollution and how to prevent it.

Target audience: Elementary school-aged children

Subject area: stormwater pollution and how to prevent

11. Under a contract with Cascade Water Alliance, the City co-hosted 5 “Cascade Gardener” sessions, 3 of which were held at the Redmond Library. Topics included Favorite Northwest Natives.

Target audience: City of Redmond residents (gardeners)

Subject area: minimize water use, minimize application of harmful chemicals.

# Puget Sound Starts Here

## Campaign Recap



An aerial, top-down view of a city street scene. The image shows a wide sidewalk on the left with a large, leafy green tree. A paved road with white lane markings runs horizontally across the middle. Numerous people are visible walking on the sidewalk and cycling on the road. A modern, grey, rectangular public structure, possibly a bus stop or information kiosk, stands on the sidewalk. The overall scene is bright and clear, suggesting a sunny day.

We are part of the fabric of the urban experience, offering media products that natively weave into people's lives as they journey through public spaces.

# Be a part of the daily consumer story.

Every day, the average consumer spends



**6min**

On Online News



**15min**

With Newspapers



**35min**

On Facebook



And...

**55min**

on journeys between home, work,  
shopping, and leisure. — We reach  
and engage these consumers.



# Why Out-of-Home Advertising?

OOH viewers take action:

91%

of the U.S. commuters age 16+ notice out-of-home advertising.

7 of 10

adults recall seeing out-of-home advertising, giving OOH the highest ad effectiveness over TV, radio, mobile, desktop and print.

Source: Nielsen Out-of-Home Study; Peter J. Solomon Study and Wall Street Research



# A Look at Your Past Campaign...

Media Format: **Bus Queen, Bus Tail**

Campaign Length: **4 Weeks**

Impressions: **3,712,460**

Reach: **39%**

Frequency: **3.1X**

CPM: **\$3.75**



# Campaign Execution





# Campaign Execution



# Thank You

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